



**Avisos**

**MEDIA KIT**

# Contigo

MAGAZINE

[www.AvisosContigo.com](http://www.AvisosContigo.com)

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# PRINT VS OTHER MEDIA

## Greater Retention and Comprehension

According to a study by the Neuromarketing Science & Business Association, people remember information read on paper better than on screens.

## More Credibility and Trust

Printed magazines and newspapers convey authority. For many consumers, "if it's printed, it's serious and trustworthy."

*Harvard Business Review states that print media is perceived to have higher editorial quality.*

## Longer Message Lifespan

A magazine can remain on a table, waiting room, or business for weeks or months. A digital ad disappears in seconds.

*It is estimated that the lifespan of print is 4 to 10 times longer than that of an online ad.*

## Complete Sensory Experience

Paper involves touch, smell, and sight, which creates a stronger emotional connection.

*Marketing neuroscience calls this "embodied cognition": what we touch feels more real to us.*

## Perception of Premium Value

Being featured in a print publication gives a sense of status. For many businesses, appearing in a magazine is like "being part of the elite in their community."

*Forbes studies indicate that print advertising can raise a brand's perceived quality by up to 30%.*



We are your strategic partner in unlocking the immense potential of the Hispanic market.

Our **bimonthly magazine** is the best investment. With our proven track record of reliability and local expertise, we provide cutting-edge design solutions that deliver tangible results and maximize your sales potential.



**COPIES**  
**100,000**  
**EVERY TWO WEEKS**

**ZONE 1 - 12,500 COPIES**  
**LOS ANGELES WEST**

- Downtown LA
- Boyle heights
- Lincoln Heights
- El Sereno
- Echo Park
- Vermont
- Highland Park

**ZONE 2 - 12,500 COPIES**  
**LOS ANGELES**

- Bell
- Cudahy
- Huntington Park
- Compton
- S. Los Angeles
- Lynwood
- Maywood
- South Gate

**ZONE 3 - 12,500 COPIES**  
**SAN FERNANDO VALLEY**

- Canoga Park
- Chatsworth
- Winnetka
- Northridge
- Reseda
- Van Nuys

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**ORANGE COUNTY - NORTH**

- Anaheim
- Fullerton
- Buena Park
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**ORANGE COUNTY - SOUTH**

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- Tustin
- Irvine
- Westminster
- Costa Mesa

**ZONE 6 - 12,500 COPIES**  
**LOS ANGELES**

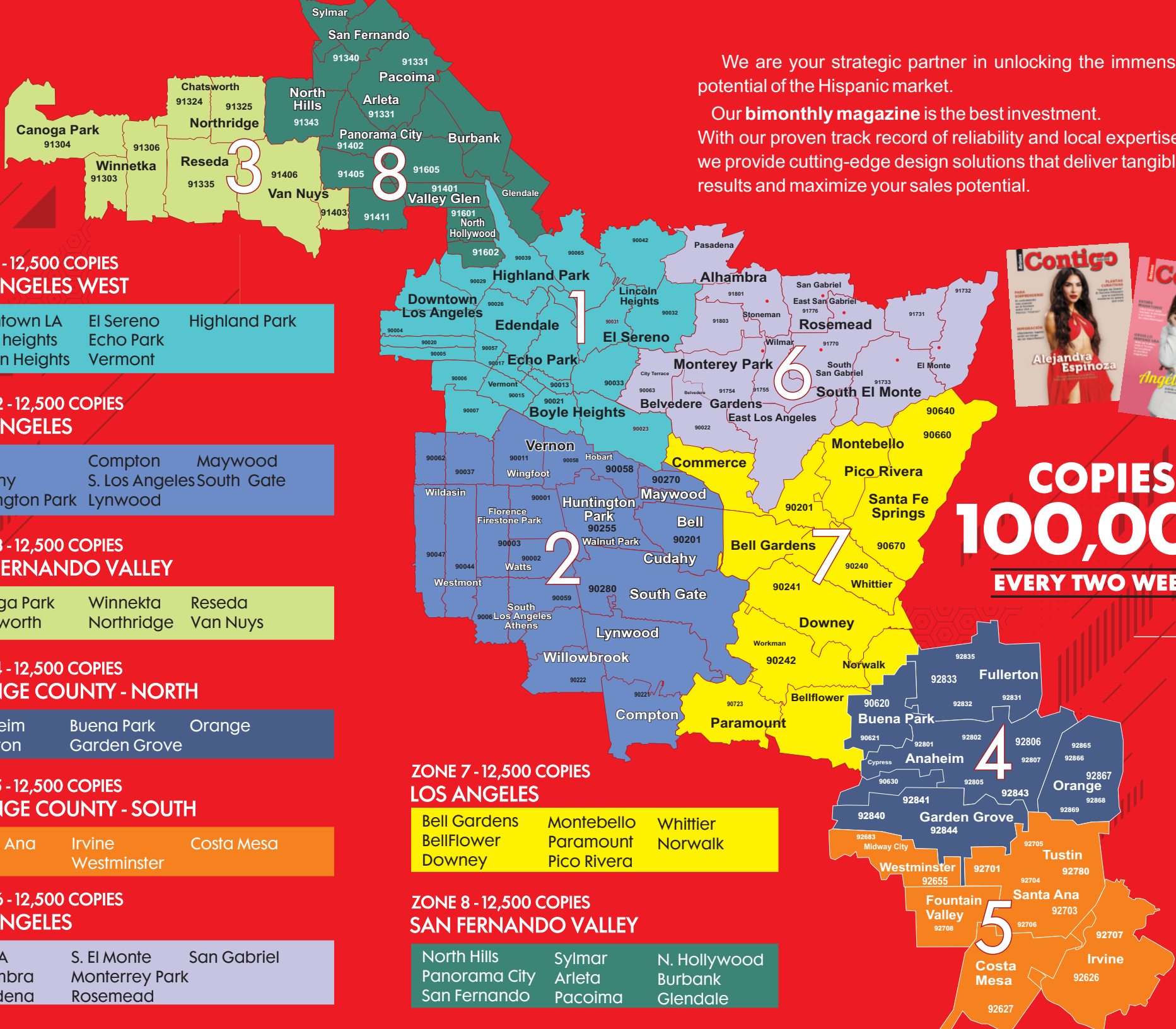
- East LA
- Alhambra
- Pasadena
- S. El Monte
- Monterrey Park
- Rosemead
- San Gabriel

**ZONE 7 - 12,500 COPIES**  
**LOS ANGELES**

- Bell Gardens
- Bellflower
- Downey
- Montebello
- Paramount
- Pico Rivera
- Whittier
- Norwalk

**ZONE 8 - 12,500 COPIES**  
**SAN FERNANDO VALLEY**

- North Hills
- Panorama City
- San Fernando
- Sylmar
- Arleta
- Pacoima
- N. Hollywood
- Burbank
- Glendale



# Our Digital Services

Complement your Advertising with Us



**SEARCH ENGINE OPTIMIZATION**  
Increased Online Visibility and Brand Awareness

Services are crucial for businesses **looking to enhance their online visibility and attract** more potential customers. Targeted Traffic and Lead Generation, by optimizing for relevant keywords, **SEO attracts qualified leads** who are actively searching for products or services related to the business.



**PAID ADS**  
The key benefits include accessing niche-specific expertise

Paid advertising services help businesses generate targeted **traffic and achieve marketing objectives** by strategically managing campaigns across various digital platforms. These services typically involve creating, optimizing, and monitoring paid ad campaigns on platforms like **Google Ads**, social media networks (Facebook, Instagram, TikTok and others).



The service provides flexible marketing solutions

Offers businesses a powerful digital advertising platform to reach targeted customers and drive growth. With **Performance Max, businesses can leverage Google's AI** to create comprehensive advertising campaigns across multiple platforms like Search, Display, YouTube, and Gmail.

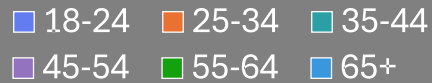
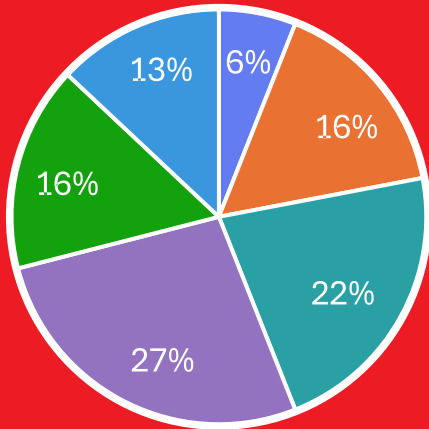


**WEBSITES**  
Strong Call-to-Action (CTA)

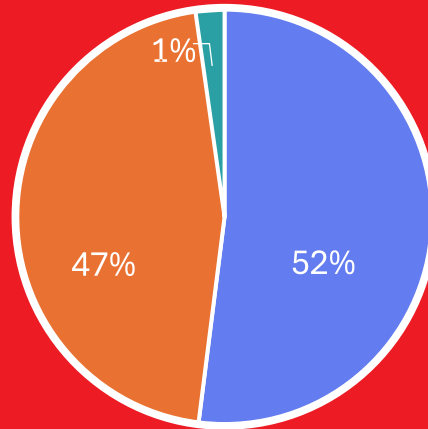
Is a crucial digital platform for businesses to showcase their professional offerings and attract potential clients. These **websites serve as a comprehensive online storefront** that highlights the company's expertise, services, and unique value proposition, the primary goal is to provide potential customers with detailed information about the services offered, demonstrate credibility, and make it easy for clients to book or inquire about services.

# Audience Profile

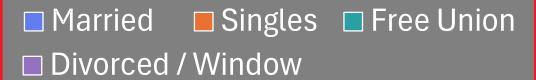
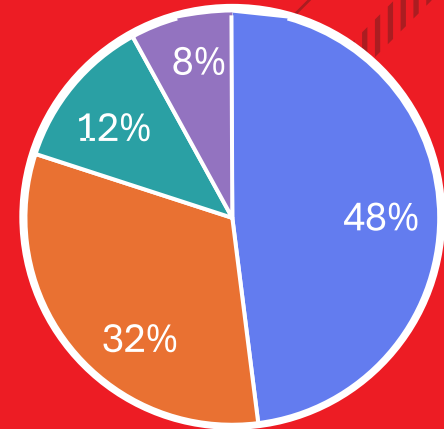
## AGE



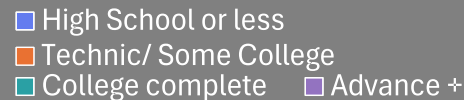
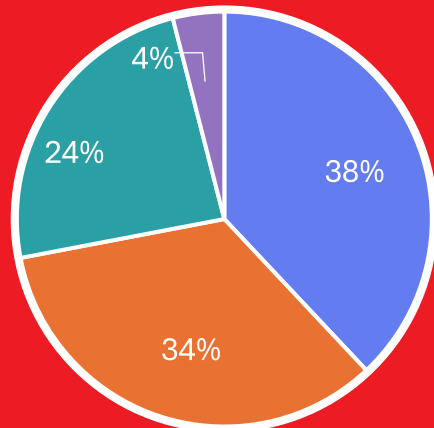
## GENDER



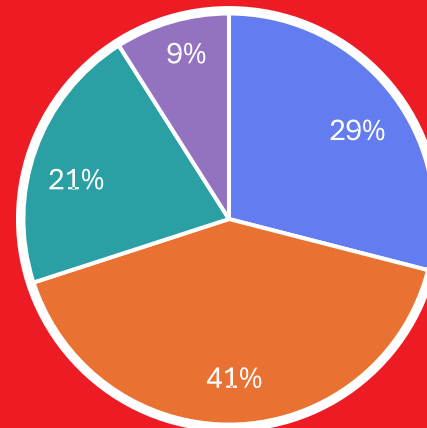
## MARITAL STATUS



## EDUCATION



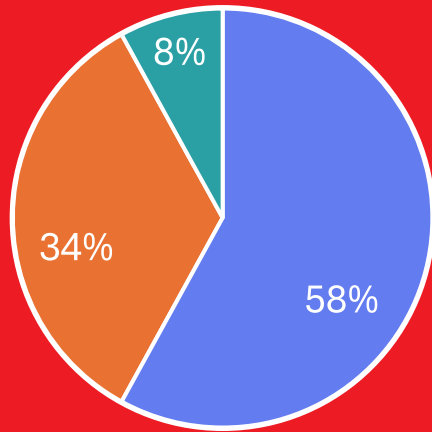
## INCOME HOUSEHOLD ANNUALLY



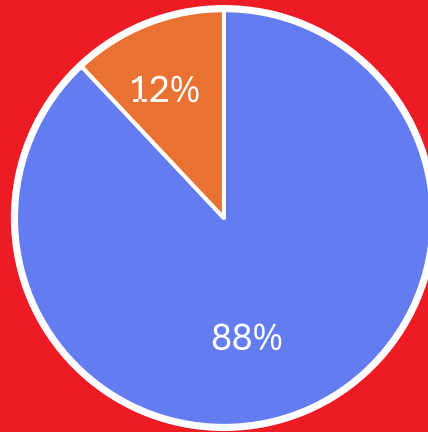
Survey Disclaimer Results are based on 358 valid responses collected from a 100,000-copy biweekly distribution. Findings reflect a ±5.2% margin of error at a 95% confidence level. Survey conducted in December 2025 for Avisos Contigo LLC.

**Avisos Contigo connects directly with a culturally dominant Hispanic audience, aligned with the content and highly receptive to advertisers who speak their language and understand their community.**

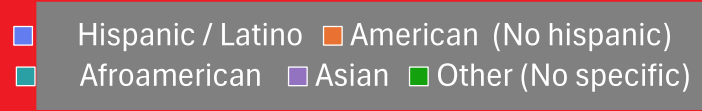
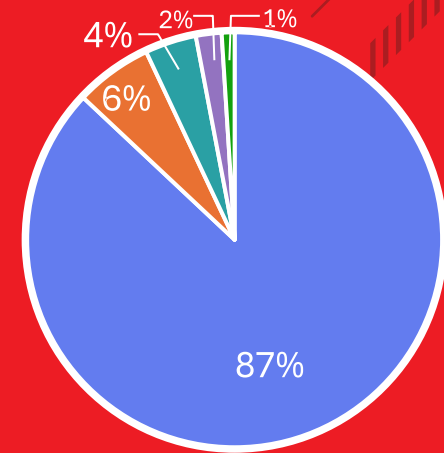
**TYPES OF MORTGAGE**



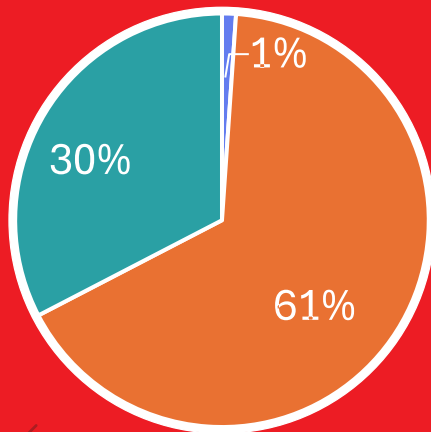
**CAR OWNER**



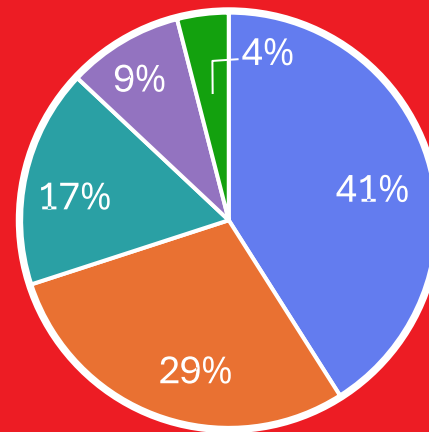
**ETHNICITY**



**PERSONS AT HOME**



**MEDIA GENERATE THE MOST TRUST**



# Ads / Page Specs.

Ad Size	Columns Width	Width Inches	Height Inches
Full Page	5	7.33"	9.42"
3/5 of Page	3	4.33"	9.42"
1/2 Page Horizontal	5	7.33"	4.7"
1/2 Page Vertical	3	4.33"	7.83"
1/4 of Page	3	4.33"	3.8"
3x3 of Page	3	4.33"	3"
1/8 of Page	3	4.33"	1.9"
3 X 1.5" of Page	3	4.33"	1.5"
2 X 2" of Page	3	2.83"	2"
1/4 Page Glossy	2.5	3.58"	4.7"
Logo Front Page		3"	1"



## A GOOD INVESTMENT Boost Your Business Performance!!!

Strategic expertise empowers us to precisely target and engage the most dynamic and influential consumer segments in today's competitive marketplace. **Our proven track record of innovative marketing solutions** ensures your brand connects powerfully with emerging market opportunities, driving unprecedented growth and maximizing your revenue potential.

California's Hispanic community is indeed a rich tapestry of diverse cultures, origins, and experiences. The Hispanic population in California is predominantly of Latin American heritage, with **99% of Hispanic**.

## Our Classifieds Ads

Classified advertisements in our magazine are concise, text-based marketing tools that allow businesses and individuals to **promote products, services, or opportunities within a specific categorized section**, is the best option for you local business.

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